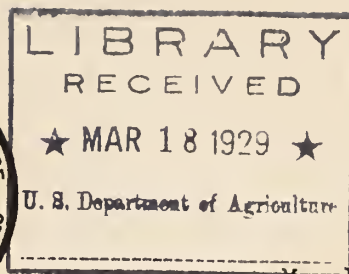


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



March 11, 1929

EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

FIRST THE NEED--THEN THE CREED

H. W. Hochbaum, Agriculturist, Eastern States

"First the want and then the solution" is an axiom accepted by many agricultural extension workers. They may start out with good knowledge of a general problem and recommend a program of practices as a general solution, but before much is done in teaching these an effort is made to find local conditions and what farm practices prevail in a county. Then the program is modified to meet these local situations, assuring effective teaching and results.

The ground covered in this essential phase of interesting farmers and bringing them to accept certain better practices is shown in the plans of E. V. Hardenburg and the county agents for the "Produce Better Potatoes Campaign" in New York. The various phases are outlined as follows for the period in a campaign known as "the launching."

- (1) Regional conferences of delegates from potato-growing counties to consider facts on the potato situation and the need for attacking problems.
- (2) County meeting of delegates and potato committee with the county agent to consider the potato situation, approve general plans, and arrange for survey of local situation.
- (3) Survey of potato growers of the county to find local practices and needs.
- (4) Launching meeting of potato committeemen and leading potato growers to—
 - (a) Review conditions shown by survey.
 - (b) Discuss possible remedies.
 - (c) Agree on practices to be emphasized as solution to local problems in producing better potatoes.
 - (d) Plans of work discussed by county agent.
 - (e) Approve and adopt campaign plans.

William Stempfle, county agent in Steuben County, recently had a fine demonstration of the value of these methods. Sixty committeemen and leading potato men met February 6 in the courthouse. The chairman gave an excellent report and summed up the main practices which the survey showed needed correction. Survey data obtained by committeemen from 312 farms in the county convinced all of the need for the better practices. The specialist discussed the six practices chosen as a solution. The county agent outlined the plans. The people, with all the evidence of a real need before them, unanimously approved program and plans.

Original distribution to all extension workers in Eastern and Central States and to directors and county agent supervisors in other States.

